

WE CLAIM:

1. A system of delivering information over a network including a server and a client,
comprising:

a channel connecting the client to the server over which information is transmitted from the
server to the client after activity on said channel has been determined to be below a
predetermined threshold;

a storage at the client which stores the information transmitted from the server; and
a program to present the information stored at the client to a user of the client.

2. The system of Claim 1, wherein said information is non-requested information,
and further comprising:

a timer component of said program which monitors a time gap between a request by a user for
a requested item of information and arrival of said requested item of information at
the client, said timer component initiating presentation of said non-requested
information at said client if the time gap is bigger than a threshold value, said timer
component stopping presentation of said non-requested when one of said item of
requested information arrives at said client and a predetermined time elapses.

3. The system of Claim 2, wherein said storage stores a plurality of items of non-
requested information, and further comprising:

a selection component of said program which selects for presentation an item of said non-
requested information stored in said storage by multiple matching.

4. The system of Claim 3, wherein said selection component presents said item of
said non-requested information for presentation only if a predetermined interval has elapsed
after a previous presentation.

5. The system of Claim 4, wherein said predetermined interval is controlled by one of
the server and the client.

6. The system of Claim 3, wherein said multiple matching matches the non-requested
information with a keyword that the client detects from a user's activity.

7. The system of Claim 6, wherein said keyword includes a URL that the user clicks
or types and words in a text associated with a link that the user clicks.

8. The system of Claim 6, wherein said selection component selects part of the non-
requested information as targeted for a user's preference that is determined by the keywords.

9. The system of Claim 8, wherein targeted information and untargeted information
are presented randomly.

10. The system of Claim 3, wherein an urgent item of information is presented
without matching.

11. The system of Claim 6 or 9 wherein a material that has the highest priority is
2 selected among plural matches.

12. The system of Claim 11, wherein priority for an item of information increases as
2 a time during which the item of information is not presented increases.

13. The system of Claim 11, wherein priority for an item of information increases as
2 times when a presentation is performed but the item of information is not presented increases.

14. The system of Claim 6, wherein an item of information that has been matched is
2 presented only if a predefined interval for the material has elapsed after a last presentation of
the material.

15. The system of Claim 14, wherein said predefined interval is controlled by one of
2 the server and the client.

16. The system of Claim 3, wherein an item of information is presented within
2 predetermined presentation times.

17. The system of Claim 1, wherein the information delivered includes at least one of
2 advertisements, multi media data, cartoons, study materials, and news broadcasts.

24. The system of Claim 19, wherein said catalog includes a toolbar that is
2 configurable by at least one of the client and the server.

25. The system of Claim 2, wherein the client reports to the server contents of the
2 information stored in said storage and usage of the information by said program and
keywords extracted from a user's activity.

26. The system of Claim 19, wherein the client reports to the server contents of the
2 information stored in said storage and usage of the information by said program and
keywords extracted from a user's activity, the keywords include a URL that the user clicks or
4 types and words in text associated with a link that the user clicks, and said usage of
information includes the presentation time and times of each material, and a time and number
6 of user clicks for each entry of the catalog.

27. The system of Claim 25, wherein the client report is performed in real-time.

28. The system of Claim 2, wherein the server is a web server, and the client is a
2 computer program in a user's computer.

29. The system of Claim 28, wherein said program displays the information
2 separately from a web-browser's window.

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30. The system of Claim 28, wherein said program displays the information in a web-browser's window.
31. The system of Claim 30, wherein the information is displayed in full-window.
32. The system of Claim 30, wherein the information is displayed in partial-window.
33. The system of Claim 30, wherein the information is displayed independently of a browser's operation.
34. The system of Claim 28, wherein said program includes a dial-up networking function.
35. The system of Claim 28, wherein said program is activated automatically when a web-browser is activated.
36. A method of delivering information over network including a server and a client, comprising the steps of:
transmitting information to the client from the server when a channel connecting the client and the server is at an activity level below a predetermined threshold;
storing the information in the client; and
presenting the information to a user of the client when a time gap between the user's request for material and arrival of material is longer than a predetermined threshold value.

37. The method of Claim 36, further comprising the step of:

2 moving the information moves to a catalog after presentation of the information, said catalog
providing that the information is arranged in a hierarchical table by contents where a
4 user can browse the table and select and display an entry of the table.